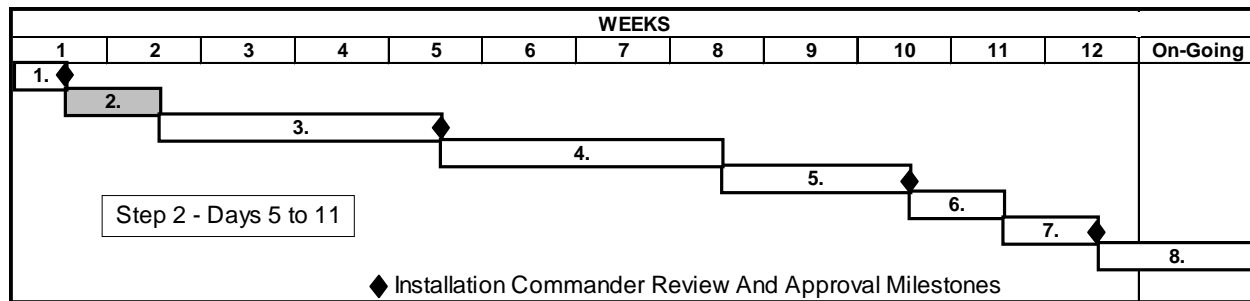


STEP 2: IDENTIFY INSTALLATION CUSTOMERS AND MISSION



2.1 OVERVIEW

The purpose of Step 2 is to define the installation's mission in terms of its customers' needs. During this step, the installation's core business areas are also defined. These core business areas are a key input to Step 3, aimed at defining the business unit structure of the installation.

CO TIP: The key questions addressed in Step 2 are:

Who are the important organizations, groups, and individuals we support and what do they do for the Navy?

What do they need or want from us?

What is our mission statement in terms of what our customers need?

What are our core business areas which support this mission?

2.2 IDENTIFY CUSTOMERS, MISSION AND CORE BUSINESS AREAS

The recommended format to accomplish this step is a short (half-day) off-site meeting led by the installation commander with the senior staff and the business unit analysis team. The business unit analysis team, in close coordination with the installation commander, should make arrangements for

the off-site including date, time, location, agenda and other support requirements.

The data gathering worksheet in Exhibit 3 contains suggested questions to brainstorm during the off-site. Preparing answers to these questions in advance, and addressing them in the order presented in the worksheet, provides a loosely structured agenda for the meeting.

In preparing to accomplish this step, all participants should review the remainder of this guide, particularly Step 3, Define Business Unit Structure. Much of the follow-on business unit analysis process flows from identification of the installation mission and core business areas which take place in this step.

CO Tip: To stimulate thought and focus discussions during the off-site, it is beneficial to have off-site participants complete a preparatory assignment, using the step 2 worksheet, and bring it with them to the off-site to use as reference.

2.3 PRODUCTS OF THIS STEP

- Mission statement
- Customers
- Core business areas

EXHIBIT 3: STEP 2 DATA GATHERING WORKSHEET

Data Gathering Worksheet		
<u>Step 2: Identify Installation Customers and Mission</u>		
<div style="border: 1px solid black; padding: 5px; margin: 10px 0;">Recommend Step 2 be performed by the installation commander, senior staff and the business unit analysis team in a short (half day) off-site meeting.</div>		
1. Who are our installation's customers and what do we do for them?		
<u>Organizations, Groups, Individuals</u>	<u>What They Do for the Navy</u>	<u>What We Do for Them</u>
2. What are our installation core business areas and what products do we provide our customers?		
<u>Core Business Areas</u>	<u>Products</u>	
3. What is our installation's mission in terms of supporting our customers (providing products and services)?		